



I Paint With Words, LLC

5 TIPS

**to help you create a founder story that
gets you noticed with customers,
employees, and investors**



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01

Explain Your Purpose

You created your company for a specific reason, determined to make a positive difference.

Describe how you solve problems with an unwavering commitment to quality.

Your founder story is a powerful tool to convince others to join you in your mission to succeed.

02

Describe Your Process

Clarify how you came up with your idea and then identified the resources to bring your company to life. Explain your competitive advantage. Discuss your leadership style and goals.

Growing a company is challenging. Give specific examples about how you deal with uncertainty.

03

Show Us the Real You

Be candid about the struggles you face and how you overcome them. Let your humanity shine through. Authenticity, relatability, and tenacity matter.

Talk about your role models. How do they inspire you in business and in your personal life?

04

Define Success

Share how you benchmark personal and professional success. Explain how your beliefs and values impact your choice of metrics and your vision for your firm's brand.

Connect with your audience by using empathy and kind humor. Tell stories that support your "why."

05

Deliver for Impact

You want to inspire, motivate, and persuade. A compelling founder story helps to build revenue by building customer trust and employee loyalty. Leadership attracts.

Hook your audience with a fantastic first line. Deliver your story with pep. Be honest and concise.



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REACH OUT

**for more tips to help you create a
compelling founder story for pitch
purposes or as a legacy memoir**



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